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Advertising Age

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Pepsi tells the world about new Coke

Peter Kendall, Pepsi-Cola's regional vp for northern Europe, displays reformulated Coca-Cola at a press conference in London, one of 16 Pepsi held around the world last week to hail Pepsi as "the new gold standard" in colas. At right he holds up a $14,000 Pepsi can made of gold. Coca-Cola has yet to introduce new Coke in most foreign markets. *(See story on Page 6.)*

Liquor makers are mixin' it up with cocktails

By GAY JERVEY

Playing catch-up with the $333 million wine-cooler business, manufacturers and distributors of distilled spirits are in the initial stages of christening a new breed of prepared cocktails that blend premium brand names with popular mixers.

Their target: Consumers who crave different, preferably lighter drinks carrying the panache of an established brand name—and that are conveniently packaged.

Among big names currently moving new products to test or considered likely to take the plunge are Beefeater gin, Bacardi rum, Seagram's 7 Crown whisky and Pimm's liqueur.

"We are monitoring the situation with great vigor, with very stong intent," said William Walker, president of Miami-based Bacardi Imports.

"This is becoming a very key growth area," added John Cummock, Bacardi's marketing director-new ventures. "Distilled spirits companies are looking at this in much the same way wine companies have treated wine coolers."

Distilled spirits marketers are following the lead of James B.

(Continued on Page 59)

New Rx for drug ads

By STEVEN W. COLFORD

WASHINGTON—A voluntary moratorium on prescription-drug advertising to consumers soon will be lifted under pressure from the White House, according to sources at the Food & Drug Administration.

The 30-month moratorium, backed by the pharmaceutical industry, Congress and the FDA, is expected to end in a couple of weeks in response to pressure from the White House Office of Management and Budget, sources said.

"A lot of people here are kind of bent out of shape over this," said one FDA official. "They think this is being shoved down our throats by OMB."

The informal moratorium began in February, 1983, when former FDA commissioner Arthur Hull Hayes asked industry leaders to refrain from consumer advertising until the agency analyzed the benefits and risks of such ads.

At the time, the FDA intended to develop simplified ground rules for prescription-drug advertisers to follow during planned mass-media ad tests.

The agency requires drug makers to make extensive disclosures of side effects and other technical information in their conventional ads to doctors. Without relief from these requirements, industry officials said, effective mass-media advertising for prescription products would be difficult and costly.

Drug companies, by an overwhelming margin, later told Congress they oppose advertising prescription drugs directly to consumers (AA, Aug. 23, '84). The strength of that sentiment cooled the FDA's ardor for pursuing the matter, and the planned mass-media tests never took place. FDA officials say they still won't pursue the test idea or rule changes to make consumer advertising easier, even if the moratorium ends.

The OMB declined to confirm or deny that it wanted the ad moratorium to end. But the FDA is expected to publish in the Federal Register a notice that the voluntary moratorium is no longer in place.

A spokesman for the Pharmaceutical Manufacturers

(Continued on Page 54)

Dyson brings 'vision' to AA's Workshop

By NANCY GIGES

NEW YORK—A winning attitude is the wellspring that fosters the confidence and courage to create a dynamic company, Coca-Cola USA president Brian Dyson told some 900 attendees Aug. 25 at ADVERTISING AGE's 28th annual Creative Workshop.

"This winning attitude begins with a vision of yourself and a vision of your company," Mr. Dyson asserted at the opening session.

Mr. Dyson suggested that his company and key rival Pepsi-Cola Co. have led U.S. industry in staying in touch with the consumer. Together, he said, these companies have discovered needs and innovative ways to address changing consumer desires and trends.

Anticipating and meeting these needs and trends often requires the courage to innovate and the necessity for a strong relationship with ad agencies and a demand for strong creative people, the Coca-Cola executive said.

"It's not enough to be the leader in the soft-drink industry, but you

(Continued on Page 8)

Last Minute News

Competition is rising for baker's account

ST. LOUIS—Ralston Purina Co. is reviewing its estimated $20 million Continental Baking Co. account, sources say. The account includes the $12 million Hostess and Twinkies brands as well as the $8 million Wonder bread assignment. Ted Bates Advertising/New York now has the assignment. Two other Ralston agencies—Grey Advertising, New York, and Tatham-Laird & Kudner, Chicago—will vie with Bates for the Wonder bread business. Another Ralston shop—Avrett, Free & Ginsberg, New York—will battle Bates for the Hostess/Twinkies account. Ralston Purina declined comment.

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Clothing, pricey watches join line

Swatch cuts wide swath

By LISA PHILLIPS

NEW YORK—Young people will get a big dose of Swatch this fall, thanks to Swatch Watch USA's $14 million multimedia ad campaign and the 400 Swatch Shops set to open in major department stores by December.

Also soon to be announced is a line of Cosmic Cowboy clothing, which the company says is already sold-out to major retailers, and a Limelight watch, priced at around $100, with four diamonds set in the face, and a limited edition watch whose face is decorated with faceless figures designed by Keith Haring, New York subway-graffiti artist.

With Swatch's sales rocketing from $3 million in 1983 to a projected $125 million this year, Swatch watches, fashion accessories and life-style items such as Italian-made razors and German-made sunglasses, have joined the pop symbols of the 1980s.

The Cosmic Cowboy line, for the moment, consists of shorts and tops in two patterns of cartoon figures in western settings, lassoing planets, and coordinating solid tank tops and t-shirts bearing the Cosmic Cowboy sheriff's star logo. Matching accessories include change purses decorated with a huge metal star matching the clothing, and a plastic purse in the form of saddlebags, which can be reversed from patterned side to solid white vinyl.

The Limelight watch is not associated with the famous nightclubs of the same name, said Steve Rechtschaffner, creative director at Swatch Watch USA. Instead, the

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NEWSPAPER

Fond to sing praises

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SPI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

Marketing chief bolts Cal. Cooler

By BRIAN LOWRY

STOCKTON, CAL.—California Cooler Inc. has undergone its first major personnel change since it was acquired by Brown-Forman Inc., Louisville (AA, July 8).

Tom Gibbs, California Cooler's director-marketing since December, 1983, resigned last week to "pursue individual opportunities." Jon Shastid, who held the same title at E. & J. Gallo Winery, Modesto, replaces Mr. Gibbs. Mr. Shastid assumes the more-expansive title of vp-sales and marketing.

Mr. Shastid's duties at Gallo were limited to wine marketing, primarily on Gallo's Carlo Rossi brand. It didn't include the winery's Bartles & Jaymes wine cooler, which has become one of California Cooler's leading competitors.

Reached at home, Mr. Gibbs admitted that he left California Cooler due to frustration with the company's reluctance to make marketing decisions pending the Sept. 5 consummation of the sale.

He also said he was disappointed with the decision by company co-founders R. Stuart Bewley and Michael Crete not to share with top executives the $55 million cash they got from Brown-Forman. Mr. Gibbs said that Messrs. Bewley, who is corporate president, and Crete, who is chairman, had discussed voting equity to key executives, but the founders' reluctance to do so "showed their selfishness."

Mr. Gibbs added that he has gotten several offers in the wake of California Cooler's marketing success, and "after making the company millions of dollars, I decided to do something for myself."

Although Mr. Gibbs claimed his sudden departure was not a bitter one, he said California Cooler "lacked direction" since announcing the sale to

(Continued on Page 55)

Sears has Georgia on its mind

Discover is dawning on consumers in Georgia as Sears Financial Network begins its first market test of its new credit card in that state. *(See story on Page 12.)*

Highlights

Pepsi-Cola International last week brought the market war with Coca-Cola to a new level when it "introduced" its rival's reformulated product at 16 press conferences in overseas capitals from here to Casablanca. *See Page 6.*

Benetton, the Italian manufacturer and retailer of funky fashions, will boast its wares on U.S. tv for the first time beginning Sept. 2. *See Page 10.*

After more than a year of preparation, Sears Financial Network last week broke the first consumer advertising campaign introducing the Sears Discover card in Atlanta. *See Page 12.*

The Chicago Tribune last week announced plans to insert Gannett Co.'s *USA Weekend* initially in its Sunday editions, to launch a revamped Wednesday *Style* tabloid magazine and to resume a morning-only publishing cycle. *See Page 42.*

A Teamsters' strike set off a dramatic round of price incentives to lure new-car buyers, but market factors suggest U.S. auto makers won't be able to unload special sales promotions any time soon. *See Page 50.*

CORPORATE CLOSEUP

As chairman of the board, Sondra Healy oversees what has grown from a $500 investment into an estimated $100 million company: Turtle Wax, the world's largest manufacturer of car-care products. And along with her husband, Denis, the company's president, she is steering the privately held company back onto the course her father originally charted at the kitchen table, a course aimed at diversifying into nonautomotive markets with a line of products sold through supermarkets as well as mass merchandisers such as K mart. *See Page 4.*

FORUM

Hal Katz, exec vp of Vitt Media International, makes the case for media planning. *See Page 18.*

For pro athletes, is there life after knee surgery? Gale Sayers tells his story. *See Page 18.*

INTERNATIONAL

South African ad agencies, besides worrying about racial violence and a deepening recession, have a more mundane problem: What to do about client pressure to rebate part of their commissions. *See Page 32.*

The British Broadcasting Corp. and retail chain Marks & Spencer are changing their tune on advertising. The BBC is considering a campaign on the overall quality of its tv service, and not just its programing, and Marks & Spencer has asked five London agencies to pitch for a small corporate-image account in September. *See Page 33.*

DIRECT MARKETING

Despite parent Montgomery Ward's decision to bow out of the catalog business, Chicago-based Signature Group quietly has affirmed its commitment to direct marketing by adding an automated telemarketing facility. *See Page 44.*

WSI Corp. has begun a direct-marketing campaign to expand the customer base for its computerized voice-response aviation weather-briefing system. Since 1978, the company has marketed only to corporate pilots. *See Page 44.*

COMING THURSDAY

SPECIAL REPORT

The radio industry has tuned in to new formats and programing to compete with the wealth of new entertainment options—for consumers as well as advertisers.

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Lotus to promote enhanced 1-2-3

By BRIAN MORAN

Lotus Development Corp. this fall will strike back at software marketers who have capitalized on weaknesses in its best-selling 1-2-3 program with an improved version of its own.

While recognized as a benchmark program that catapulted Lotus to the top of the personal-computer software business, 1-2-3 also created a flourishing subindustry for smaller competitors to market add-on products. Such offerings have made the 2½-year-old 1-2-3 program more powerful and easier to use.

Now Cambridge, Mass.-based Lotus has a reply to the hundreds of add-on products that analysts say have pointed up the product's limitations. Lotus says its new 1-2-3 will allow users to make spreadsheets—the program's bread-and-butter function—faster and up to four times larger.

Graphics, another problem area on the original package, also have been improved. 1-2-3, which runs on the IBM Personal Computer and compatible machines, also offers a database-management function.

Lotus will support the 1-2-3 retooling with a multi-million-dollar print campaign beginning in early fall in the *Wall Street Journal*, business books including *Business Week*, *Forbes* and *Fortune*, and computer magazines, including *Byte*. Lotus also will target the nearly 1 million owners of 1-2-3 with ads in the company-owned *Lotus*. Hill, Holliday, Connors, Cosmopulos, Boston, handles.

The new 1-2-3 will retail for $495, the same as the original. Lotus will charge registered owners of the program $150 to upgrade to the new version.

In another move to build on 1-2-3's estimated 70% share of the inte-

(Continued on Page 54)

Late West Coast news

Rainier to bank on Young & Rubicam

Rainier Bankcorp, Seattle, selected Young & Rubicam, San Francisco, to replace its agency of 25 years, Cole & Weber, on its $4 million account. Y&R edged out Elgin/Syferd, Seattle, and Dancer Fitzgerald Sample, San Francisco, in the competition. Rainier decided against splitting the business-to-business part of the account, which Seattle-based Sharp Hartwig hoped to snare.

Great America, Santa Clara theme park, appointed Ketchum Communications, San Francisco, to handle its $2.5 million business, formerly at Smith Burke & Azzam, Baltimore. The account change follows the park's sale to the city of Santa Clara from the Marriott Corp. in June.

El Pollo Loco, La Mirada, Cal., the Mexican-style charbroiled chicken fast-food subsidiary of Denny's Inc., named Hispanic ad specialists Casanova & Pendrill Publicidad, Los Angeles, to develop a comprehensive Spanish-language ad program for the chain. Casanova & Pendrill succeeds McCann-Erickson's La Agencia Hispanic advertising arm. Under Denny's ownership, the 40-location chain intends to nearly double in size by the end of the year. McCann

(Continued on Page 55)

Ford Aero debut a big 'Hair'-y deal

By RAYMOND SERAFIN

Ford Motor Co. will use music from the archetypal counterculture production of the 1960s in the biggest ad launch ever for a Ford truck.

"The Age of Aquarius" was the most widely known song from "Hair," the self-styled tribal rock musical that in some quarters was regarded as a promotion for drugs, sex, rock music and rebellion. Reincarnated as "The Age of Aerostar," the music will be used to sell Ford Aerostar minivans to a target audience of young marrieds with two children.

Although the first Aerostars already have been made available to dealers, the ad campaign via J. Walter Thompson USA, Detroit, won't break until mid-September. Commercials debut Sept. 15 on National Football League games and "60 Minutes" as well as on network radio, and four-page inside front-cover gatefolds will turn up in five newsweeklies the week of Sept. 16. Print ads carry over "The Age of Aerostar" theme used in broadcast.

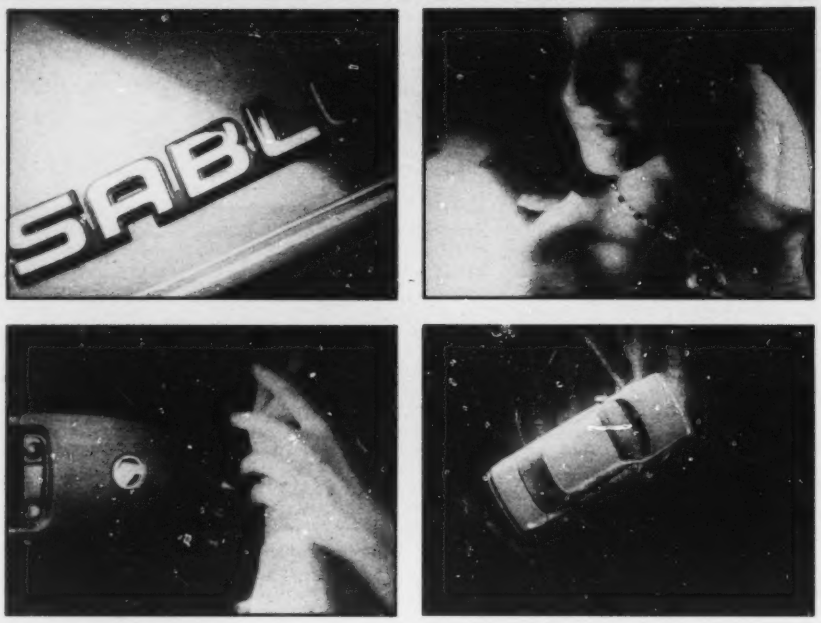
John Vanderzee, Ford division advertising manager, said that test consumer groups didn't associate the music with the controversial "Hair." "Not once did I hear anyone say, 'Oh, that was for its time a very radical musical, with people running around with no clothes on.' But they do remember the song and that's far more important."

"The Age of Aquarius" follows successful use of 1960s music by Ford's Lincoln-Mercury division to develop a more youthful image for the Mercury line. "Searchin'," "Proud Mary," "Be My Baby" and the Beatles' "Help" were used in the campaign that broke early this year via Young & Rubicam, Detroit, and a new wave of songs from that era are planned again this fall for Mercury.

Ford went to "The Age of Aquarius" theme because of what Mr. Vanderzee called "a double marketing problem, registering a new vehicle and a new name. One of the best ways you do it is by linking it up with something else that's remembered."

But there's also a third marketing problem, which is that Chrysler Corp. beat Ford by more than a year in introducing its popular minivans, the Dodge Caravan and Plymouth

(Continued on Page 55)



L-M continues sound strategy

Ford Motor Co.'s Lincoln-Mercury division, Detroit, on Sept. 22 breaks a new round of tv spots featuring '60s music. The new commercials back the launch of L-M's 1986 Sable, due in November. One of the spots, via Young & Rubicam, features Bette Midler performing a rendition of "Do You Wanna Dance."

Nets unwrapping 'pre-premieres'

By JAMES P. FORKAN

New York—The network tv programing chiefs have now slated at least 18 series for preseason premieres or "previews," although the old saying about the "early bird catching the worm" hasn't proven true for newcomers in seasons past.

NBC's "Hell Town" will be the first member of the fall freshman class to bow, Sept. 11. All told, thanks to NBC late last week advancing "Hunter's" return to Sept. 21, 10 new-for-fall contenders will appear on NBC before the season starts officially Sept. 23, compared with four preseasoners apiece for ABC and CBS.

The number of series set for debuts in early October—before postseason baseball grips the nation—rose to six late last week, after CBS delayed "Falcon Crest's" return to make way for a two-hour "Dallas" opener. Only one show, ABC's "Dynasty II: The Colbys of California," is due in the November sweeps.

As many buyers at ad agencies pointed out, most of the shows given preseason introductions are comparatively weak entrants in the A.C. Nielsen fall ratings race. The nets' rationale is that those shows stand a better chance for crucial audience sampling before the full onslaught of original series.

However, that head-start strategy rarely has yielded lasting results for prime time's weak sisters. And it is not expected to help the most marginal entries this fall either, most sources agree. On the other hand, a couple of freshmen shows may benefit, some admen believe.

At J. Walter Thompson USA, Richard Kostyra, senior vp-media director, recalling ABC's "Call to Glory" last year, said, "I wouldn't

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Agencies get itch for Lotto

By STEWART ALTER

Lotto fever hit New York's advertising agencies, too, as some splurged to buy tickets for their entire staffs.

McCann-Erickson bought 800 tickets for the Aug. 21 Lotto drawing, giving employes a chance at the $41 million jackpot—a North American record—that would have allowed them to set up their own agencies, or even buy a modest-size client.

The agency's selection method, random numbers and geometric patterns, hit four out of six numbers (third prize) on two tickets and three plus the

(Continued on Page 57)

Castle & Cooke brands tomatoes

By BRIAN LOWRY

San Francisco—Castle & Cooke hopes to capitalize on the growth in fresh produce sales by putting its Dole trademark on tomatoes—the first step in linking the Dole name to fresh vegetables.

Honolulu-based Castle & Cooke already is forging ahead with plans to market green peppers and cucumbers with Dole's redesigned sunshine stickers. It also may add cantaloupes to the list of fruits that carry the Dole brand, which includes bananas, pineapples, lemons and oranges.

Plans call for the Mexican-grown, extra-large tomatoes, known as beefsteaks, to be distributed nationally, beginning in early September in the Midwest and Northeast. Public awareness will be created with radio, co-op print ads and point-of-sale materials that read "sun-ripened on the vine for full taste."

Company officials estimate the ad campaign will begin in six to eight weeks. Allen & Dorward, San Francisco, handles the Fresh Foods division.

The move is a reflection of consumer trends, said Anthony Wilmer, Fresh Foods division marketing manager. Fresh strawberries and cauliflower, for example, enjoyed nearly 50% sales increases the last two years, while frozen sales dropped 27% and 20%, respectively, according to state statistics.

As the public's demand for fresh produce has increased—resulting in stagnant or declining frozen vegetable sales—Castle & Cooke has emphasized its fresh division and deemphasized frozen goods, Mr. Wilmer said.

In addition, the move reflects Castle & Cooke's redirection from a production-driven organization

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World News Roundup

Tokyo—Japan Air Lines increased the suspension of its advertising from three months to six months following the recent crash of one of its Boeing 747s (AA, Aug. 19). Sources speculated that the ban could last as long as a year, but the carrier denied it.

Sydney—Beecham Australia dropped Leo Burnett Co. from its health-drink account, worth about $2 million. No new agency was named.

London—Mars Inc. will test-market Tracker, a cereal bar made of rice, oats and sugar, next month in western England and Wales with a tv campaign via D'Arcy MacManus Masius. Tracker comes in chocolate chip and roasted nut flavors. No budget available.

Sydney—Pepsi-Cola Co. will triple its Australian advertising budget next year—from $700,000 to $2.1 million—in an attempt to beef up its 4.9% share of the $70 million cola market here. Coca-Cola Co. is the leader with a 70% share. Melbourne-based Clemenger Australia, part of BBDO International, handles Pepsi.

Hong Kong—Ogilvy & Mather is looking to beef up its Hong Kong-based China advertising team. In a newspaper ad the agency said

(Continued on Page 33)

So. African squeeze play—P. 32

ADWATCH

Coke ads score again

Lead recall survey for sixth month

By SCOTT HUME

Coca-Cola continues to turn its "marketing blunder" into an advertising awareness bonanza.

July was the sixth consecutive month that Coke's advertising has received the best recall from consumers, according to Advertising Age's monthly adWatch survey. More impressively, Coke's lead over the No. 2 advertiser (which has been archrival Pepsi for the past five months) steadily has grown since it launched "new" Coke and then reintroduced the Classic formula.

Last month, a nationwide sample of 1,000 consumers was asked to name the first advertising that came to mind from among all they had seen, heard or read in the previous 30 days. Of that sample, 17.7% said Coke's ads came to mind first, compared with 14% in June and 3.6% in February, before the brouhaha began.

The 10 best-recalled advertisers in July were, in descending order, Coca-Cola, Pepsi, Miller/Miller Lite, Burger King, McDonald's, Budweiser/Bud Light, Ford, Chevrolet, Tide and AT&T.

Coke's 17.7% recall share in July is only slightly lower than that of the all-time champ, Wendy's, which captured 20.3% of first mentions in March, 1984, at the height of the "Where's the beef?" mania. Coke has mounted a challenge to Wendy's record without benefit of an especially memorable theme line, a specifically recalled commercial or ad or the presence of an octogenarian cutie such as Clara Peller.

When that consumer sample was specifically asked to name the first soft-drink advertising that came to mind from all they had encountered, Coke's dominance was even stronger.

Coke's advertising came to mind first for 53.4% of the sample, better than double Pepsi's 25.9% share. 7UP trailed in third place with 2%. The consolation for Pepsi is that its

(Continued on Page 57)

'Tribune' adds Gannett's 'USA Weekend'

By GARY LEVIN

The *Chicago Tribune*, apparently not hurting much from a 5-week-old production workers' strike, is steamrolling ahead with new sections and taking the opportunity to return to its morning-only publishing cycle (AA, Aug. 19).

The paper (daily circulation, 776,000) last week announced plans to insert Gannett Co.'s *USA Weekend* initially in its Sunday editions, to launch a revamped Wednesday *Style* tabloid magazine and to resume a morning-only publishing cycle by discontinuing its late-afternoon Green Streak edition.

The developments came as the *Tribune* was criticized last week in the Chicago City Council for its "bad faith" in bargaining efforts with three unions that struck the paper July 18 (AA, July 22).

The addition of *USA Weekend* upon its debut Sept. 8 will make the *Tribune* the largest paper to carry the new publication of Rosslyn, Va.-based Gannett.

The addition of the *Tribune*—along with the earlier announced additions of the *Denver Post* and the *Dallas Times Herald*—will enable Gannett to make up for half the circulation lost to rival *Parade* when Gannett transformed *Family Weekly* into *USA Weekend* (AA, July 29).

Initially, *USA Weekend* will compete head-on with the *Tribune's* own Sunday magazine, which has racked up impressive ad page gains so far this year. To avoid such direct competition—especially among national advertisers—the *Tribune* will shift *USA Weekend* distribution to Fridays beginning Nov. 1, lowering Chicago distribution from 1.1 million to 776,000.

"I don't see a direct conflict there," said *Tribune* editor James Squires, because, unlike *USA Weekend*, the Sunday magazine is "upscale" and "not a celebrity entertainment section."

Separately, following the success of such zoned products as its "Friday" entertainment tabloid, the *Tribune* Sept. 11 will unveil *Style*, a life-style weekly tab-style magazine to replace the broadsheet fashion-oriented "Styles."

The new magazine, to run a minimum of 32 pages a week with 55% advertising, will be printed on heavier, whiter-stock paper. It is zoned nine ways, and a b&w ad page costs $4,985, about half the paper's full-run broadsheet retail rate for large-volume advertisers. A color page in *Style* costs an additional $2,300.

Combination rates will be offered to space buyers in both *Style* and the *Tribune's* Sunday magazine, perhaps resembling the 20% multiple-page discount offered to advertisers in the Sunday magazine alone.

"It really addresses the whole life style of the market we're after," said special projects manager Robert Reese, and is "something the *Trib* hasn't done very well so far."

Major retailers, including Carson Pirie Scott & Co., Marshall Field's and Neiman-Marcus Co., already have signed yearlong commitments for *Style*, Mr. Reese said.

Separately, the *Tribune's* decision to abandon its Green Streak, which has not been published since the strike began, may further sap the impact of the walkout.

The Green Streak, which the *Tribune* says had daily circulation of 27,000 copies, has been replaced by a 4,000-to-6,000 copy pressrun of a repackaged Midwest edition available downstate and elsewhere in the region.

The new predated "national edition" will be sold at airports, 24-hour newsstands and hotels.

Outside Tribune Tower, picketers continued marching and meetings continued between management and the unions.

The unions claim the *Tribune* is unfairly trying to displace them and break lifetime job guarantees by ordering mandatory transfers to other departments, thus stripping workers of current union memberships. The paper says the moves are necessary due to automation.

The unions have mounted boycott campaigns, seeking cancelations from subscribers and advertisers.

A *Tribune* spokeswoman said "fewer than 2,000" subscription cancelations so far have been received. An advertiser boycott was less successful among large advertisers bound by long-term commitments, though union spokesmen claim smaller advertisers have supported the boycott.

The paper now appears normal in both daily and Sunday editions, with certain combined Sunday sections the only evidence of the stalemated walkout.

That has proved sobering to the unions, which now predict a longer strike than first anticipated.

Across the street at the *Sun-Times*, editorial staffers have voted overwhelmingly to authorize a strike against that paper as contract negotiations continue. No strike deadline has been set.

Single-copy magazine sales still weak

By STUART J. ELLIOTT

NEW YORK—Magazines' fears of more gloomy news on the single-copy sales front have been confirmed by the latest figures from the Audit Bureau of Circulations (AA, Aug. 19).

Not only is the slide in newsstand sales that began more than a year ago still a problem, according to ABC's per-issue averages for the six months ending June 30, it appears to be accelerating. About three times as many major magazines reported sharp declines in single-copy sales as reported significant gains.

The losses in single-copy sales were evident almost across the board in many key categories:

- Business and personal finance: *Changing Times*, 14.4%; *Financial World*, 20.4%; *High Technology*, 30.1%; *Inc.*, 17.8%; *Sylvia Porter's Personal Finance*, 31.8%; *Venture*, 15.1%.
- Computer: *Byte*, 21.6%; *Compute!*, 36%; *80 Micro*, 42%; *Family Computing*, 15.7%; *Infoworld*, 32.7%; *Personal Computing*, 35.9%; *Popular Computing*, 28.4%.
- Men's sophisticates: *Cheri*, 22.1%; *Forum*, 14.3%; *Genesis*, 22.1%; *High Society*, 14.4%; *Playboy*, 18.3%.
- News: *Harper's Magazine*, 14.9%; *New Republic*, 33.1%; *The New Yorker*, 12.3%; *Newsweek International* (Asia), 23.2%.
- Teens: *16*, 37.2%; *Super Teen*, 29.6%; *Teen Machine*, 27%; *YM* (*Young Miss*), 20.5%.

In many cases, magazines suffering on the single-sales side are moving to beef up their subscription operations (AA, March 4). For instance, among the titles cited above, those able to substantially increase their subscription sales included *Compute!*, 33%; *Family Computing*, 39.3%; *Financial World*, 24.5%; *Inc.*, 24.6%; *Infoworld*, 36.6%; *Playboy*, 11.2%, and *Sylvia Porter's Personal Finance*, 61.4%.

Other magazines traditionally dependent on single-copy sales also are moving to derive more of their total circulation from subscriptions. Among these that enjoyed increases in subscription sales: *Cosmopolitan*, 12.8%; *Family Circle*, 55.8%; *National Examiner*, 44.8%; *People*, 20.8%; *Playgirl*, 29.6%; *Penthouse*, 15.3%, and *Weekly World News*, 38.6%.

Conversely, some publications—including ones that have been subscription-oriented—are braving the sagging single-sales field to register increases. Among them: *Food & Wine*, 65.1%; *Health*, 589.4%; *Home*, 32.5%; *Horticulture*, 131.5%; *M*, 33.7%; *National Geographic*, 48.4%; *New Shelter*, 24.8%; *Prevention*, 18.1%, and *Run*, 23.7%.

Turning to total circulation (subscription and single copy) among magazines in all categories with large percentage gains were: *The Artist's Magazine*, 164.8%; *Run*, 96.7%; *Gourmet*, 77.8%; *Sun*, 62.9%, and *Pro Bass*, 60.3%. Among those with large percentage declines: *16*, 34.7%; *World Press Review*, 29.8%; *Super Teen*, 29.6%; *Teen Machine*, 27%, and *Daytime TV Presents*, 24.7%.

A review of the ABC figures also brings to light several special situations. Now that *Gourmet* is fulfilling subscriptions to the now-defunct *Cuisine*, its subscription circulation soared 92.8%. And *Vanity Fair*, after dropping its cover price to $2 from $3 and its annual subscription to $12 from $24, gained 18.1% in single-copy sales and 23.9% in subscriptions.

ABC 6-month magazine circulation

The ranks of the top 10 consumer magazines changed as *Modern Maturity* moved ahead of *National Geographic* into the No. 3 spot. Reflecting over-all trends, six of the 10 declined in circulation. As with the year-ago period, *Modern Maturity* registered the largest percentage gain, while *Family Circle* registered the largest percentage decline. Figures are per-issue averages for the six months ended June 30. *Source:* Audit Bureau of Circulations.

'85/'84 ranks		Name	Circulation at 6/30/85	% change from '84
1	1	*Reader's Digest*	17,884,818	– 0.7
2	2	*TV Guide*	17,165,061	– 1.0
3	4	*Modern Maturity*	11,818,316	+19.5
4	3	*National Geographic*	10,449,396	+ 2.4
5	5	*Better Homes & Gardens*	8,024,394	+ 0.3
6	6	*Family Circle*	6,702,134	– 4.3
7	7	*Woman's Day*	6,590,273	– 3.9
8	8	*McCall's*	6,232,481	+0.1
9	9	*Good Housekeeping*	5,203,022	– 1.8
10	10	*Ladies' Home Journal*	5,040,157	– 1.6

1 Club joins anti-drunk drive

NEW YORK—A contest to design a poster to help fight drunk driving among teen agers will mark the first time the One Club for Art & Copy will judge a competition other than its own One Show.

"It's a touchy thing for a non-profit organization," said Ron Berger, One Club president, who is senior vp-associate creative director, Ally & Gargano, "but it's one of those opportunities we just couldn't walk away from."

The board of directors of the club, whose members are advertising agencies' senior art directors and copywriters, will judge what is being called the *Reader's Digest* Don't Drink and Drive Creative Challenge, to run Sept. 1 to Oct. 15. To avoid conflicts of interest, Mr. Berger said, the board members will not be eligible to enter the contest, which he called "the chance to express yourself other than having to sell a bar of soap or a tube of toothpaste."

Reader's Digest is asking the advertising community to design a poster to be circulated among the nation's 16,000 high schools. It will kick off a contest, running Jan. 1 to May 1, in which students devising the best programs to combat drunk driving among their peers will win $500,000 in college scholarships. "We want to make drinking and driving uncool, a word my 18-year-old son said not to use," said Richard McLoughlin, vice-chairman/publisher, *Reader's Digest*.

While *RD* long has campaigned against drunk driving, both before and after it accepted liquor advertising, this is "the first time we have taken this kind of active, down-to-the-high-school, let's-get-something-done role," said Mr. McLoughlin. The spur was, he said, an article printed in the July, 1984, issue, "I Still See Him Everywhere," by Richard Morsilli, whose son, Todd, 13, was killed by a 17-year-old drunk driver in February, 1983.

The prize for the creative team designing the winning poster—to be published in *RD* next February as well as used to start the high school contest—is a weeklong trip to Paris for two. "I think *Reader's Digest* is being too generous," said Mr. Berger. "What could be better reward than an opportunity to save a child's life?"

Entries in the contest are to be received by *RD* on, or postmarked by, Oct. 15. The address is: Don't Drink and Drive Creative Challenge, *Reader's Digest*, 200 Park Ave., New York 10166.

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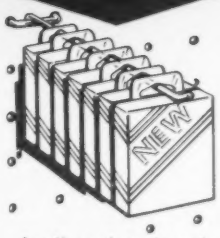

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AdWatch

(Continued from Page 3)
new Slice brand moved into the No. 4 spot, although garnering only 1.4% of first mentions. Dr Pepper made its first appearance in the top five in nearly a year by capturing 1.2% of first mentions.

Last month's adWatch survey results also contain some interesting developments concerning that other marketing phenomenon with which the Cola Wars have been sharing media attention: The invasion of the wine coolers.

When consumers were asked to name the first wine advertising they recalled, Riunite (with 8.9% of first mentions) and Gallo (5.2%) still held their accustomed places at the top of the list. But No. 3 was E. & J. Gallo's Bartles & Jaymes brand wine cooler (2.8%), while category sales leader California Cooler moved into the No. 4 spot with 2.5%, ahead of Paul Masson (2.1%).

Interestingly, 61% of those who recalled the humorously deadpan Bartles & Jaymes advertising were men.

Those for whom the stand-up comedy style of the California Cooler advertising ("Pink tofu? Excuse me?") was most memorable were fairly evenly divided between men (52%) and women.

Also, of the two, advertising for Bartles & Jaymes was more likely to come to mind first for consumers aged 18 to 34, while California Cooler's advertising scored better among adults aged 35 to 54.

What's minimizing the impact of the Bartles & Jaymes and California Cooler campaigns is that wine advertising as a whole remains largely unremembered. In July, 50% of the consumers polled said they could remember no wine advertising at all.

Only 10% of the sample was unable to recall any soft-drink advertising.

Another product category few consumers have little trouble remembering is fast-food restaurant advertising: Only 9% of the sample drew a blank when asked what such advertising they recalled.

Burger King's celebrity-studded advertising for its bigger Whopper sandwich launched June 16 (AA, May 13) registered with consumers last month. BK's share of first mentions jumped 3.6 points to 19%. McDonald's maintained its comfortable lead with 37.6%, and "Only Wendy's" was only third with 12.5%.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name the advertising that first comes to mind—over-all and in a variety of product categories—from among all advertising seen, heard or read in the previous 30 days.

In July, 1,002 adults were polled by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

The following are last month's top three advertisers in other product categories:

- **Airlines:** United (20.8% of first mentions); TWA (15.2%); American (9.2%). United's share, which had increased sharply during both May and June as the airline worked to settle its pilots' strike, decreased 5.1 percentage points last month.
- **Apparel:** Levi Strauss (9.2%); Jordache (4.9%); Sears (3.7%).
- **Beer:** Budweiser (11.5%); Coors (10.9%); Miller (10.6%).
- **Bread:** Wonder (17.8%); Colonial (2.5%); Rainbo (2.5%).
- **Breakfast foods:** Wheaties (8.7%); Cheerios (7.5%); Corn Flakes (6%).
- **Cameras & equipment:** Kodak (21%); Canon (14.5%); Minolta (7.3%).
- **Cars & trucks:** Ford (19.4%); Chevrolet (12.2%); Toyota (7.8%).
- **Coffee:** Folgers (22.6%); Maxwell House (21.3%); Brim (5%). Maxwell House's share of first mentions dropped 3.5 percentage points from June's category-leading 24.8%.
- **Computers:** Apple (27%); IBM (15.1%); Commodore (3.5%). IBM's advertising lost much of the 3.8 point gain it had registered in June, falling 2.9 points in July.
- **Cosmetics:** Maybelline (5.8%); Avon (4%); Cover Girl (2%).
- **Electronics:** General Electric (9.9%); Sony (2.3%); Whirlpool (2.3%).
- **Frozen foods:** Birds Eye (9.8%); Swanson (4.5%); Stouffers (3.1%).
- **Laundry products:** Tide (29.2%); Cheer (4.7%); All (4.4%).
- **Liquor:** Jack Daniel's (3.5%); Seagram's (3.4%); Seagram's 7 (1.2%).
- **Medicine & drugs:** Tylenol (26%); Advil (5%); Anacin (3.3%).
- **Pet food:** Purina (11.6%); Alpo (10.1%); Kal Kan (2.9%).
- **Soap & shampoo:** Ivory (11.4%); Prell (5.2%); Head & Shoulders (5%).
- **Tea:** Lipton (41.8%); Nestea (5.7%); Tetley (4.4%).
- **Tobacco:** Marlboro (7.7%); Skoal (4.9%); Salem (2%).#

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

Nets

(Continued from Page 3)
want to make a wager" that a show such as ABC's "Moonlighting," a hit in August reruns, could carry over its success into the more competitive fall season, any more than "Call to Glory" did a year ago. The odds are better in early September as more viewers return to tv, but then, he added, "The problem with sampling is that with a good program, sampling can help it, but if it's not good, it'll hurt it."

Paul Schulman, president of Gardner Advertising's Paul Schulman Co., agreed, saying, "The show's the thing. . .I believe in starting early—if the show is good. Otherwise, that's the quickest way to kill a bad show. The key is what they're exposing people to in sampling. Just getting the audience to tune in is not enough. You have to back it up."

NBC, eager to maintain its warm-weather ratings momentum into the autumn, will precede "Hell Town," its earliest bird, with a repeat of last season's two-hour "Father of Hell Town" pilot. "Hell Town" will oppose parts of two two-hour pilots, CBS' "Brass" and ABC's "J.O.E. & the Colonel." On Sept. 14, NBC hopes to capitalize on interest in the Miss America Pageant by leading up to that event with its 8 p.m.-to-10 p.m. (ET) comedy block: "Gimme a Break," "Facts of Life," "Golden Girls" and "227." Opposite NBC's shows will be new tv movies, CBS' "Illusions" and ABC's "In Like Flynn."

NBC last week decided to have "Punky Brewster" return Sept. 15 with a one-hour special, rather than spread the story line across two Sundays. "Silver Spoons" will reappear Sept. 22.

"Highway to Heaven" (with the first of two parts) and "St. Elsewhere" will rejoin the Wednesday lineup with original hours Sept. 18, with NBC clearly hoping to blunt preseason audience interest in CBS' totally revamped Wednesday roster, debuting that same night: "Stir Crazy," "Charlie & Company," "George Burns' Comedy Week" and "The Equalizer." CBS, however, still expects to do well with those series, given that ABC's counterprograming will be "45/85," a three-hour "Closeup" news special sponsored by IBM Corp.

Mr. Schulman was pleased that NBC is giving an early airdate to "Golden Girls," its most promising contender, in his view. "It's a smart move," he said, especially since the network is "trying to turn the time period around." He also praised CBS for giving its Wednesday slate a week's head start as "wise," since those shows will be "away from the overwhelming numbers of 'Dynasty.'"

With its two-hour "Knight Rider" return episode Sept. 20, NBC also wants to try to block any Friday mileage ABC hoped for with its early premieres on that night—"Webster," "Mr. Belvedere" and a two-hour "Spenser: For Hire." CBS will weigh in with repeats of the "Dallas" and "Falcon Crest" season finales, hoping to refresh memories of fans and whet their appetites for more.

ABC, which would clearly like to begin its hoped-for Nielsen comeback during the week leading up to "premiere week," is finding that its rivals—headed for a hard-fought battle for households-and-demographics ratings supremacy of their own—do not plan to show mercy.

ABC's first series opener, "Our Family Honor," is set for a two-hour telecast Sept. 17, against which NBC is slating a one-hour Bob Hope special. Winding up the preseason Sept. 22, ABC fully expects the Emmy Awards to beat NBC's preview of its offbeat "Misfits of Science," due as a two-hour Sunday preview, and its "Crazy Dan" pilot; "Misfits" will not appear in its normal Friday 9 p.m. spot until Oct. 4, thanks to two-hour returns by "Knight Rider" and "Miami Vice."

The fact that "Monday Night Football" will begin its new season Sept. 9 has forced NBC to schedule first-run movie titles appealing to women before the season; "Love Child" is due Sept. 9, and "Mirrors" Sept. 16. "MNF's" lead-in "Hardcastle & McCormick," however, will not begin originals until Sept. 23.

Nearly 40 series will bow or return during premiere week, with the Nielsen standouts expected to include ABC's "Dynasty," returning Sept. 25; CBS' "Dallas," whose two-hour opener is set for Sept. 27 versus a two-hour "Miami Vice" on NBC, and NBC's "The Cosby Show," resuming Sept. 26. At ABC, "Lady Blue," the interim Thursday series inserted to enable "Dynasty II" to prepare for its glitzy mid-November start, will begin Sept. 26.

Among the opening week stunts will be NBC's telecast of a two-hour "A-Team" episode Sept. 24 and ABC's 90-minute episodes of "Hollywood Beat" and "Lime Street" Sept. 28. Those long-form installments will delay the returns of NBC's "Riptide" and ABC's "Love Boat" to Oct. 1 and 5, respectively. The other October starts: CBS' "Falcon Crest" and NBC's "Misfits of Science," both for Oct. 4, and CBS' "Crazy Like a Fox" and "Trapper John, M.D.," both for Oct. 6.

The two latter series, preempted by the dramatic movie special, "Amos," thus will avoid NBC's Johnny Carson "Tonight Show" 23rd anniversary special Sept. 29—only to run up against part one of NBC's "The Long, Hot Summer" miniseries (Oct. 6 and 7).

Effective Oct. 8, postseason baseball will begin disrupting whatever initial sampling newcomer series will have attracted. The American and National League baseball playoffs will preempt almost all of NBC's prime time fare from Oct. 8 through 13—except "The Cosby Show" Oct. 10 and "Punky" and "Spoons" Oct. 13. Additional playoffs have been penciled into NBC's Oct. 15-to-17 slates, should they prove necessary.

The World Series then will continue the ratings disruptions, once ABC's all-prime-time coverage gets under way Oct. 19.

NBC already has tentatively set "I Dream of Jeannie: 15 Years Later" as its Sunday movie for Oct. 20, in hopes of drawing some tv fans away from ABC's second World Series clash.#

Lotto

(Continued from Page 3)
supplementary number (fourth prize) on another. None, alas, had the six out of six required to win the gigantic first prize. Lotto officials said there were three first-place winners last week.

After distributing one ticket to each employe, the agency had 77 tickets left over; if any of those won, everybody would split the winnings.

Two of those tickets actually hit four numbers, winning $79 a ticket to split among the more than 700 staff members. Well, there are a lot of things you can do nowadays with 22¢.

Della Femina, Travisano & Partners gave its 150 employes better odds, buying five tickets for each of them. No big winners turned up anyway.

Chairman Jerry Della Femina had placed some stipulations, however, on any winnings. Half of the $41 million had to be split with other people at the agency, he said, in the spirit of altruism. As a result of buying these tickets for the staff, he tongue-in-cheeked, "There would be no Christmas party, bonuses or raises for the next five years."#

Tomatoes

(Continued from Page 3)
to a company responsive to market trends. The transition began under former chairman Ian Wilson, a former Coca-Cola Co. executive, who hoped to transform the company into a marketing power using its well regarded Dole brand name as the catalyst.

Mr. Wilson eventually was forced out of the company as its financial problems mounted, but observers say he set Castle & Cooke on a new direction.

According to Mr. Wilmer, Castle & Cooke research reveals consumers are dissatisfied with the quality of mature green tomatoes—which are gassed to achieve a ripe red color—and have positive associations with the Dole name and healthy, fresh products.

Until now, Castle & Cooke has relied on the Bud of California name for vegetables and the ABC brand name for tomatoes.#

Breslow opens pr shop

Philadelphia—Tina Breslow, former head of the entertainment division of Sommers/Rosen pr agency, has opened Tina Breslow Public Relations, 1718 Locust St., 19103.

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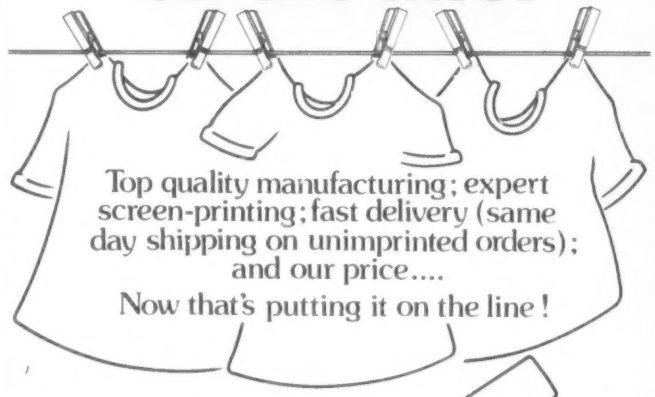

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